

BRAND IDENTITY BLUEPRINT

Know your business



Laura Harstad
PHOTOGRAPHY

Branding is the personality of your business.

Knowing the answers to the questions in this blueprint (or at least having a general idea/starting point) will allow you to not only effectively communicate with any support staff you may use to help you market your business, but it will also help you create brand loyalty from your customers with your brand image and message that they resonate with.

Keep in mind this is not the be-all-end-all. In fact, the process of knowing your target audience is ongoing and may even change over time. (Who doesn't like pivots and surprises?)

It's important you not only focus on the demographics of your ideal client (ethnicity, gender, mobility, age, disabilities, employment status, etc.), but also take the time to break down the psychographics – the ones that deal with values, personality, lifestyle, opinions and interests.

It may seem like a lot, but trust that once you know this stuff you'll be able to develop visual messaging or copywriting on the fly, no problem!

Clarify your business

1. Clarify your FOCUS

What does your business do? What is your business about?
Briefly explain your business focus in one paragraph.

Can you narrow it down to 1 sentence?

Can you narrow it down to 3 words?

1

2

3

Clarify your business

2. Clarify your VALUES

What are your business's values? What does your business stand for? What brings you, your team and your business together? What drives your decisions and differentiates right from wrong?

Write down your top 10 values:

Can you narrow it down to 5?

Can you choose the top 3?

1

2

3

Clarify your business

3. Clarify your PURPOSE

Why does your business exist? What does it ultimately aim to do? What gets you up in the morning? What is behind your unwavering resilience through all the hardships?

Write down your 3 business purposes:

1

2

3

What is the ultimate one purpose of your business?

Clarify your business

4. Clarify your PROMISE

What does your business promise to deliver despite all that might stand in its way? How can your business be kept accountable?

Write down your top 3 promises:

1

2

3

What is your business's ultimate promise?

Define your business

5. Define your INDUSTRY

What industry does your business belong in? Be specific and write down multiple industries if applicable.

6. Define your TARGET AUDIENCE

How would you describe your business's target audience? Who are they, what do they like, and why?

WHO

Demographics

WHAT

Personality, hobbies

WHY

Purpose, Problems

What is the biggest problem they have?

Define your business

7. Define your PRODUCTS & SERVICES

What products and services is your business offering to its customers? How would you describe them? Based on your target audience, can your products and services solve their biggest problem?

Write down a comprehensive summary of your main products and services:

Can you condense it down to 1 simple sentence?

Define your business

8. Define your COMPETITORS

Who else is doing something similar to your business? Who is offering products and services similar to yours?

Write down 10 competitors, big or small:



Can you identify your top 5 competitors who are most relevant to your business in terms of their size, volume, products, location and target market?

1	
2	
3	
4	
5	

Define your business

9. Define your X FACTOR

What are the key differentiators that set your business apart from every other similar business in the industry? How does your business do things differently? What does your business do better? Compared to the competitors you wrote down, what are the things that your business offers that they don't?

Write down 5 things that are unique to your business:

What is your business's top differentiator?

Define your business

10. Define your SALES METHODS

Knowing what you're selling and to whom, how will you best reach your market? What methods will you use to make your business accessible to your target audience? What sales methods make sense for your business? Any methods that can add more value and convenience to your customers?

Write down your sales channels:

Personify your business

11. If your business were a person, how would you describe the 'personality' of your business?

The personality of your business will go hand-in-hand with your business purpose and products. What would be its main personality traits?

Write down anything that comes to mind:

Psst... If you need help, go to the next page for some examples.

Personify your business

Example personality words for your business:

Accessible	Disciplined	Honest	Purposeful
Active	Discreet	Honourable	Rational
Adaptable	Dramatic	Humorous	Realistic
Adventurous	Dynamic	Idealistic	Relaxed
Alert	Earnest	Imaginative	Reliable
Amusing	Educated	Independent	Respectful
Articulate	Efficient	Individualistic	Scholarly
Athletic	Elegant	Insightful	Selfless
Attractive	Eloquent	Intelligent	Sensitive
Benevolent	Empathetic	Intuitive	Serious
Boundless	Energetic	Kind	Sexy
Brave	Enthusiastic	Knowledgeable	Simple
Calm	Exciting	Liberal	Spontaneous
Captivating	Extraordinary	Logical	Sporty
Caring	Fair	Lovable	Strong
Challenging	Faithful	Loyal	Sweet
Charismatic	Firm	Masculine	Sympathetic
Charming	Flexible	Mature	Tasteful
Cheerful	Focused	Modern	Thorough
Clean	Forceful	Modest	Thoughtful
Clever	Forgiving	Nice	Tough
Compassionate	Freethinking	Neat	Trendy
Confident	Friendly	Objective	Trustworthy
Constant	Fun	Open-minded	Unbiased
Cooperative	Generous	Optimistic	Upbeat
Creative	Gentle	Original	Vigorous
Cultured	Genuine	Passionate	Vivacious
Curious	Gracious	Patriotic	Warm
Daring	Healthy	Peaceful	Well-rounded
Decisive	Hearty	Perceptive	Wise
Dedicated	Helpful	Persuasive	Witty
Deep	Heroic	Playful	Youthful

Personify your business

Can you choose the top 5 traits of your business?

1

2

3

4

5

What is the main personality of your business in one word?

The remaining 4 are the supporting traits of your business.

Personify your business

12. If your business were a person, who would it be?

A type of person, a famous celebrity, or someone you know...
Who would your business be, based on its personality traits?

13. If your business were a person, who would it hang out with?

Who would it be most associated with? If you pictured it, who else would you think of? Describe the type of person or write down the name of a celebrity that would be in your circle.

Do these people represent the traits of your competitors, suppliers and others that your business associates with?

In one word, how would you describe this group?

Personify your business

14. If your business were a person, who would be its best friend?

Who would it spend the most time talking to? Who would it run to at midnight to console and cry with? Who would it have the most fun with?

Describe the type of person or write down the name of a celebrity:

Does this person accurately represent your target market?

Personify your business

15. If your business were a person, what would be its tone of voice?

Thinking of your business and its personality, what kind of tone would it use to deliver its products and messages? How would it communicate with its market and why?

If you need some help, here are some examples:

Authoritative	Edgy	Informative	Romantic
Caring	Enthusiastic	Irreverent	Sarcastic
Cheerful	Formal	Matter-of-fact	Serious
Conservative	Frank	Nostalgic	Sympathetic
Conversational	Friendly	Passionate	Trendy
Casual	Funny	Professional	Upbeat
Dry	Humorous	Quirky	Witty

Personify your business

16. Diagram: Your business as a person

Fill in the blanks to describe your business as if it were a person.

I think...

I like to look at...

I feel...

I wear...

I'm headed to...

I write...

I say...

I listen to...

Design your business

17. What colors would best represent your business?

Based on its products and personality, what colors most accurately represent the character of your business without the need to use words? Why?



Design your business

18. What tagline or slogan would best represent your business?

Knowing what your business has to offer and to whom, what catchy tag lines or slogan would be most suitable for your business? What memorable phrase would instantly deliver your brand's image, personality and message?

Write down 10 different (and unique) slogans as an exercise:

1

2

3

4

5

6

7

8

9

10

Design your business

19. What kind of typography would best represent your business?

Limiting your choice to 2 or 3 fonts, what typography can best convey your business's personality, attitude and image? Why?

20. What general style would best represent your business?

Considering your business image, what overall style would suit your business that you can implement on your website or in store? What personality trait would it amplify?

Communicate your business

21. How would you communicate your brand to its market?

Keeping in mind your business image and tone, what kind of marketing channels would you use to effectively communicate with your customers?

22. When would you communicate with your customers?

Based on your answer above, when is the most effective time to reach out to your customers? What would they be doing or looking for at this time? How often would you do this?

And finally....

With everything that you've written about your business so far, write a comprehensive summary of your business identity:

It's time to shine!

Now that you've taken steps to develop your brand identity, it's the perfect time to get professional images that help you stand out!



Hi! I'm Laura - a VIRTUAL photographer.

If you are reading this, you can book a photo shoot with me! A virtual photo shoot makes it easy to get professional photos. You don't even have to leave home! Click on the buttons below to learn more about virtual photo shoots:

Headshots

Branding Photos

I was so happy with the work that Laura did with my first photo shoot, that I scheduled a second one! And as I anticipated, she delivered again! When building a brand, you need consistency and familiarity with those that you work with. In Laura, I have found both! I look forward to our next opportunity to work together! - ANTWAUN



Laura Harstad

PHOTOGRAPHY

www.lauraharstad.com

laura@lauraharstad.com